which results in making the electronic movie ticket information available. When user enters the theater hall, he redeems his electronic movie ticket by showing his cellular terminal to entrance gate, which validates the electronic movie ticket and the detection logic provided with the RFID module of the cellular terminal signalizes that the electronic movie ticket information is redeemed, which is used by the mobile terminal to initiate the configuration of the cellular terminal into silent mode operation, or to activate a movie theater application, which might provide further information relating to the available films or like. This operation is preferably performed in accordance with the embodiment described with respect to FIG. **3***b*.

[0146] Additionally, there is always a possibility that the ticket information was misread for some reason. This could be remedied at least partly if the cellular terminal has e.g. other short-range communication means, such as a low power radio frequency (LPRF) interface, which could be used to initiate a short-range communication connection with the ticket redemption machine to ensure that the ticket information provided through the RFID module was correctly read-out. This could be implemented e.g. by the cellular terminal asking from the ticket redemption machine whether a particular customer number is validated. If not, then the cellular terminal could provide a sensible alert to the user to reinsert the information to the RFID reader of the ticket redemption machine. It should be noted that also other solutions might be used (e.g. a green light in the ticket redemption device when information has been correctly read-out).

[0147] Comprehensively, the inventive concept is based on the "back-coupling detection logic", which provides means for the logic of the RFID transponder and RFID module, respectively, to inform the coupled portable CE device and processing unit (CPU) thereof, respectively, that information stored in the RFID transponder/module is read-out. Afterwards the processing unit (CPU) could check the type of information which has been read or could check the actual context in which the information has been read out, and activates, initiates, opens, wakes up applications, functions or operations that are associated with the read-out information.

1. An apparatus comprising:

a physical interface configured to connect a radio frequency identification device to the apparatus, wherein the apparatus is configured to host the radio frequency identification device;

a processor; and

a memory, the memory comprising computer program code stored thereon, the memory and the computer program code being configured to, with the processor, cause the apparatus to:

receive a detection signal issued by the radio frequency identification device through the physical interface in response to a detected event relating to an operation of the radio frequency identification device, wherein the detection signal informs the apparatus that the radio frequency identification device has sensed an activation signal through a radio frequency identification interface; and

initiate an application in response to receipt of the detection signal from the radio frequency identification device, wherein the application is configured to supply data to the radio frequency identification device.

2. The apparatus according to claim **1**, wherein the application is at least one of a payment application or a ticketing application.

3. The apparatus according to claim **2**, wherein the data supplied to the radio frequency identification device is for conducting at least one of a payment or a ticketing transaction with an external entity.

4. The apparatus according to claim **3**, further comprising a user interface, and wherein the memory and the computer program code are further configured to, with the processor, cause the apparatus to:

receive a further detection signal issued by the radio frequency identification device through the physical interface in response to the radio frequency identification device having conducted the at least one of a payment or a ticketing transaction with the external entity; and

provide, through the user interface, corresponding information relating to the conducted at least one of a payment or a ticketing transaction with the external entity.

5. The apparatus according to claim **1**, wherein the apparatus is a portable consumer electronic device.

6. A method comprising:

receiving, at an apparatus, a detection signal issued by a radio frequency identification device hosted by the apparatus, through a physical interface configured to connect the radio frequency identification device to the apparatus, in response to a detected event relating to an operation of the radio frequency identification device, wherein the detection signal informs the apparatus that the radio frequency identification device has sensed an activation signal through a radio frequency identification interface; and

initiating an application in response to receipt of the detection signal from the radio frequency identification device, wherein the application is configured to supply data to the radio frequency identification device.

7. The method according to claim **6**, wherein the application is at least one of a payment application or a ticketing application.

8. The method according to claim **7**, wherein the data supplied to the radio frequency identification device is for conducting at least one of a payment or a ticketing transaction with an external entity.

9. The method according to claim **8**, further comprising:

receiving a further detection signal issued by the radio frequency identification device through the physical interface in response to the radio frequency identification device having conducted the at least one of a payment or a ticketing transaction with the external entity; and

providing through a user interface, corresponding information relating to the conducted at least one of a payment or a ticketing transaction with the external entity.

10. The method according to claim **6**, wherein the apparatus is a portable consumer electronic device.

11. A computer program product comprising a non-transitory machine-readable medium having program code stored thereon, which when executed by a processor, causes an apparatus to perform the method of claim **6**.